

REMARKS

Claims 1-19 are currently pending in this application. Claims 1, 4-8, 10-12 and 19 have been amended without prejudice.

Objections to the Drawings

In the Office Action, the Examiner objected to the drawings due to their use of color photographs. Applicant is currently in the progress of converting the drawings to black and white, and will submit the new drawings upon indication that the application is otherwise allowable.

Claim Rejections Under 35 U.S.C. § 102

Claims 1-19 stand rejected under 35 U.S.C. § 102 because the claimed invention is allegedly anticipated by the Keiser reference. For the reasons set forth below, it is respectfully submitted that the claims as amended herein are distinguishable from the Keiser reference.

Amended claim 1 now recites, *inter alia*, “[a] method for online trading assets via transactionally linked virtual markets comprising ... defining at least one unified cross-market trading strategy that includes at least a first order in a first virtual market and a second order in a second virtual market; automatically calculating, based on the unified cross-market trading strategy, a price and an amount for the first order in the first virtual market based on a price and an amount of one or more orders in the second virtual market; [and] automatically calculating, based on the unified cross-market trading strategy, a price and an amount for the

second order in the second virtual market based on a price and an amount of one or more orders in the first virtual market.” Similar limitations appear in independent claims 12 and 19. Support for these amendments can be found in the specification at, for example, page 25, line 9 – page 31, line 10, and Figures 10-14.

Keiser neither shows nor suggests a unified cross-market trading strategy as presently claimed, including a first order in a first market and a second order in a second market, where a price and an amount for the first order in the first virtual market is based on a price and an amount of one or more orders in the second virtual market, and a price and an amount for the second order in the second virtual market based on a price and an amount of one or more orders in the first virtual market. Since these limitations are entirely absent from Keiser, it is respectfully submitted the Keiser does not anticipate any of the pending claims.

Conclusion

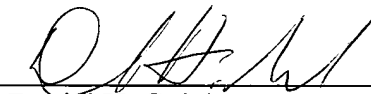
In view of the foregoing, Applicant respectfully requests reconsideration and the timely allowance of pending claims 1-19. Should the Examiner feel that there are any issues outstanding after consideration of this response, the Examiner is invited to contact Applicant's undersigned representative to expedite prosecution.

EXCEPT for issue fees payable under 37 C.F.R. § 1.18, the Director is hereby authorized by this paper to charge any additional fees during the entire pendency of this application including fees due under 37 C.F.R. §§ 1.16 and 1.17 which may be required, including any required extension of time fees, or credit any overpayment to Deposit Account 50-0310. This paragraph is intended to be a **CONSTRUCTIVE PETITION FOR EXTENSION OF TIME** in accordance with 37 C.F.R. § 1.136(a)(3).

Respectfully Submitted,
Morgan Lewis & Bockius LLP

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